

About Our Ads and Tracking

We use tracking technologies.

We collect personal information about users over time and across different websites, apps, and devices when you use this website or service. We also have third parties that collect personal information this way. To do this, we use several common tracking tools. Our vendors may also use these tools. These may include browser cookies and device identifiers. We may also use web beacons, pixel tags, flash cookies, and similar technologies.

We use tracking technologies for many reasons.

We use tracking tools:

- To observe your browsing activities and behaviors over time across multiple websites or other platforms.
- To recognize new visitors to our websites.
- To recognize past customers.
- To improve our website
- To present more personalized content and offers, to improve your experience with us, optimize your shopping experience, and provide site and service enhancements.
- To serve you with interest-based or targeted advertising. These ads may appear on our website or others you visit (see below for more on interest-based advertising).
- So we can better understand the interests of our customers and our website visitors.

We engage in interest-based advertising.

We and our partners display interest-based advertising using information gathered about you over time across multiple websites, devices, and platforms. This might include apps. These ads are served on websites or apps. They might also be served in emails.

Interest-based advertising or "online behavioral advertising" includes ads that are served to you after you leave our website, encouraging you to return. They also include ads we think are relevant to you based on your shopping habits or online activities. These ads might be served on websites or in apps. They might also be served in emails. We might

serve these ads, or third parties may serve ads. They might be about our products or other companies' products.

How do we gather relevant information about you for interest-based advertising?

To decide what is relevant to you, we use information you make available to us when you interact with us, our affiliates, our retail partners, and other third parties. We gather this information using the tracking tools described above. For example, we or our partners might look at your purchases or browsing behaviors. We might look at these activities on our platforms or the platforms of others.

We work with third parties who help gather this information. These third parties might link your name or email address to other information they collect. That might include past purchases made offline or online. Or, it might include online usage information.

You can control certain tracking tools.

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To control flash cookies, visit the Adobe Flash settings panel. Why? Because flash cookies do not reside in your browser, and thus your browser settings will not affect them.

Our Do Not Track Policy: Some websites have “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals. If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.

You can also control certain tracking tools on your mobile devices. For example, you can turn off the GPS locator or push notifications on your phone.

Certain choices you make are both browser and device-specific.

You can opt-out of online behavioral advertising

The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. To opt out of having your online behavior collected for advertising purposes, visit [this page](#).

The Digital Advertising Alliance also offers a tool for opting out of the collection of cross-app data on a mobile device for interest-based advertising. To exercise choice for companies participating in this tool, download the AppChoices app [here](#).

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